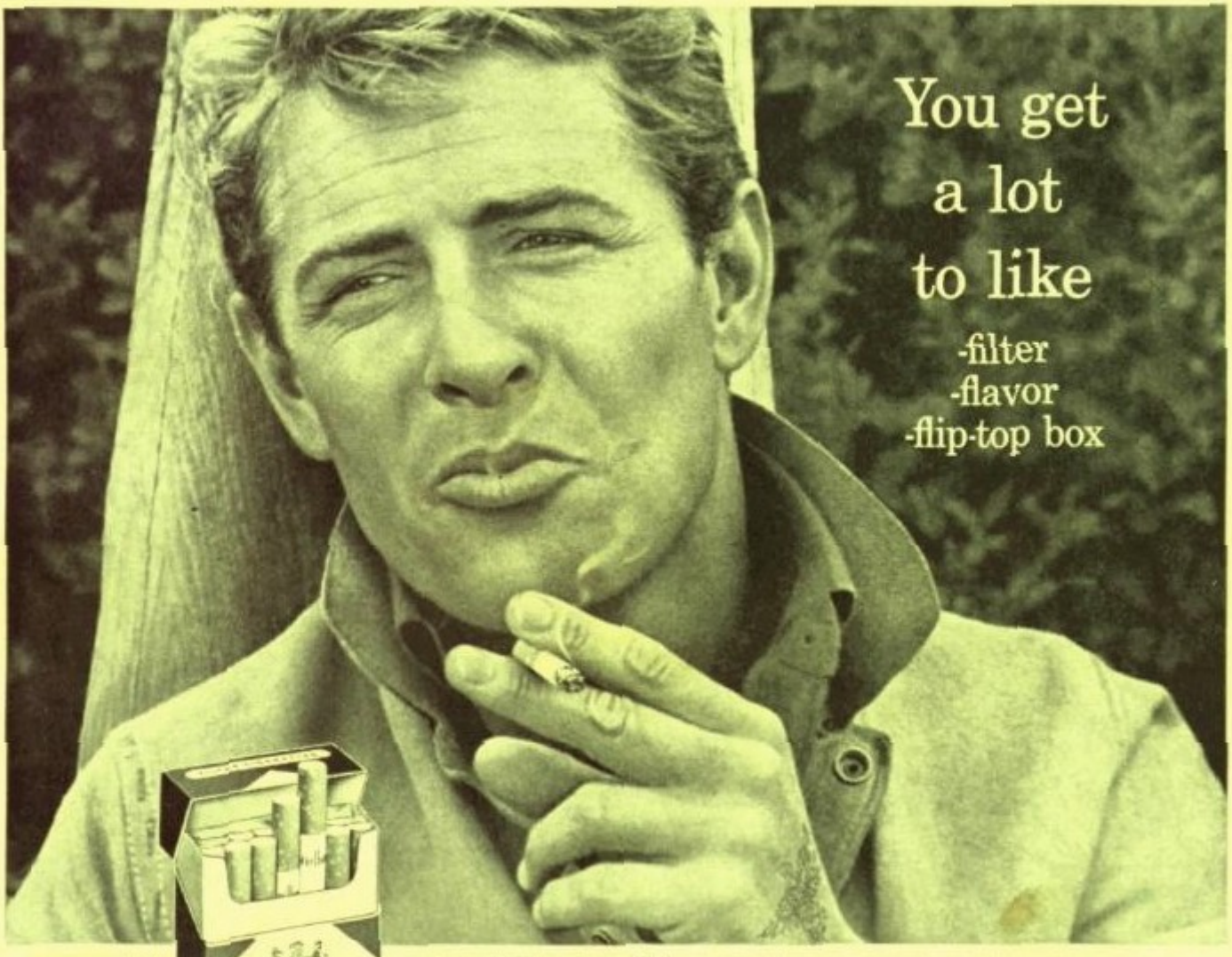
LEO BURNETT COMPANY, *Inc.*
Ad No. 443—Req. No. 66570—825 lines—B&W—5 cols. (10 11/16 in.) x 165 lines—Sporting News, 1957 (A)

Marlboro



NEW FLIP-TOP BOX
Sturdy to keep cigarettes from crushing. No tobacco in your pocket. Up to date.

POPULAR FILTER PRICE

Here's old-fashioned flavor in the new way to smoke. The man-size taste of honest tobacco comes full through. The smooth-drawing filter feels right in your mouth. It works fine but doesn't get in the way. Modern Flip-Top Box keeps every cigarette firm and fresh.

(MADE IN RICHMOND, VIRGINIA, FROM A NEW MARLBORO RECIPE)

Source: https://www.industrydocuments.ucsf.edu/docs/yyln0003
2061190567